

HARSHA JHA

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PROFESSIONAL SUMMARY

3 years 2 months of experience in market research and project management. Known for dedication, strong problem-solving skills, and a consistent track record of excellent performance. I'm passionate about using data to answer important questions and generate meaningful insights.

SKILLS

Technical Skills

- Microsoft Office Suite (Advanced Excel, Word, PowerPoint, Outlook, Teams), Reporting & Analysis, Microsoft Power BI Desktop, Think Cell, MySQL Basics, Canva
- Project Management, Risk Management, Requirements Gathering, Cost-Benefit Analysis, Planning & Organization, Performance Analysis, Basic Financial Analysis.

Research Skills

- Market Research, Primary & Secondary Research, Qualitative & Quantitative Research, Content Analysis, Comparative Analysis, Research Design, Root Cause Analysis.

Soft Skills

- Cross-team Collaboration, Cross-Cultural Communication, Client Relations, Presentation Skills.
- Attention to Detail, Problem Solving, Creativity & Innovation, Time Management, Flexibility & Adaptability

WORK EXPERIENCE

Bintix Waste Research 11/2024 - Present

Data Analyst

- Consumer Analysis: Worked in the FMCG space, analyzing consumer data for various clients to support business decisions and answer key marketing questions.
- Insights for Decision-Making: Conducted data-driven analysis to help clients understand market trends, consumer behavior, and brand performance.
- Marketing Support: Created teaser reports for specific product categories, used as marketing tools to generate interest and engagement.

Datawise - 05/2021 – 02/2024

Assistant Manager

- Project and Team Management: Managed projects from start to finish and worked closely with clients, teams, and vendors.
- Data & Financial Analysis: Collected, cleaned, and analyzed large datasets to generate insights for decision-making. Prepared monthly performance reports and conducted basic financial modeling for healthcare projects.
- Tool Implementation & Training: Took the lead in using and improving a proprietary research tool, and provided training to colleagues and vendors to enhance efficiency and user experience.

INTERNSHIPS

Datawise - 01/2021 -05/2021

Operations Intern

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- Conducted an impact assessment to measure project relevance, effectiveness, and impact.
 - Explored sustainability potential for future activities.
 - Performed comparative analysis between project and non-project areas.
 - Evaluated quantitative and qualitative data through personal interviews and focus group discussions with various stakeholders.

Cloudnine Group of Hospitals • 06/2020 - 09/2020

Management Trainee - Partnership and Alliances

- Analyzed operational challenges faced by existing partner and offered strategic recommendations.
- Utilized data visualization techniques to gain insights into customer preferences and emerging trends within the e-commerce landscape.
- Identified and evaluated potential partners for the new e-commerce venture.

CSDS, Delhi • 02/2017 - 04/2017

Primary Research Intern

PROJECTS

Gender Equality: Awareness and Attitudes -

- Studied the attitudes in society in terms of gender inequality and opportunities for women.

MRSI 2022 - Road Safety in Bihar

- Partnered with Sankalp Jyoti NGO.
- Investigated the influence of policy modifications on road safety.
- Assessed public awareness of rights and traffic norms.

MRSI 2023 - PWID Well-being

- Partnered with Navshitij NGO.
- Developed a model to calculate PWIDs' incidence and gathered comprehensive data on their demographic and socio-economic profiles.
- Studied the impact of residential rehabilitation centers on families of PWIDs.

EDUCATION

MBA - Healthcare and Hospital Management – 7.54

School of Management, Hyderabad Central University

B.Sc. - Life Sciences – 7.89

Deshbandhu College, University of Delhi